


NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

SCORE: \_\_\_\_\_ /50

**A**  Listen to the conversation between three friends. Then read the questions and choose the correct answer.

1 Why doesn't Lisa like talent shows?

- A She feels bad for the contestants.
- B She thinks the judges treat the contestants badly.
- C She finds them boring.

2 What is Gabriel's dream?

- A to sing in a band
- B to be a DJ
- C to perform in front of an audience

3 What is Lisa's opinion about being a DJ?

- A It must be easy to be a successful DJ.
- B It can't be easy to be a successful DJ.
- C Gabriel might be an overnight success.

4 Why does Lisa laugh?

- A the thought of her being a doctor
- B the thought of Gabriel being a DJ
- C the memory of a talent show she watched

\_\_\_\_\_ / 8 (2 points each)

**B** Complete the sentences with the correct form of the verbs in the box.

advertise   advertisements   brand   commercials   logos   merchandise   merchandising   slogan  
sponsors   status symbols

EXAMPLE: I hate the fact that fashion magazines are full of advertisements.

1 I always buy the same \_\_\_\_\_ of shampoo. It's my favorite.

2 \_\_\_\_\_ is the creation of products like T-shirts to advertise a brand.

3 Rakuten and Nike are two \_\_\_\_\_ that give money to teams to promote their products.

4 When we go to sporting events, my kids always want to buy the team's \_\_\_\_\_.

5 More companies now \_\_\_\_\_ online. Some still use print magazines and newspapers.

6 I don't like shirts that have \_\_\_\_\_. I prefer clothes that don't advertise themselves.

7 I like Nike's \_\_\_\_\_, "Just do it". It always motivates me to get more exercise!

8 Nice cars, fancy jewelry, and big houses are all examples of \_\_\_\_\_.

9 The best thing about Netflix is that you don't have to watch TV \_\_\_\_\_.

\_\_\_\_\_ / 9 (1 point each)

**C** Circle the correct answer.

EXAMPLE: At the end of the performance the audience / celebrities went wild! They loved the music!

- 1 Marilyn Monroe was one of the most famous celebrities / filmmakers of the 20th century.
- 2 The job of a fashion model / performer is to wear clothes created by designers.
- 3 I don't really have a hero / celebrity. At least not a famous one. I guess mine is my father!
- 4 People who can sing and act and play a musical instrument are gifted icons / entertainers.
- 5 A performer / filmmaker is someone who begins with an idea and turns it into a movie.
- 6 I think stage performers / icons are more talented than movie actors. They can't make mistakes!
- 7 To be a DJ / director, you need to be very passionate about music and usually work at night.
- 8 Without the creativity of designers / performers, there wouldn't be products to sell in the first place.
- 9 A movie producer / director is most concerned with money: both spending it and making it.

\_\_\_\_\_ / 9 (1 point each)

**D** Complete the sentences with *could*, *might*, *must*, or *can't*.

EXAMPLE: I'm not sure if the party is still on. It might be canceled, but I'm not sure.

- 1 It \_\_\_\_\_ be a good school. Everyone who graduates goes to college or gets a job.
- 2 I'm not sure if I can come to the party. I \_\_\_\_\_ be in Mexico City that weekend.
- 3 Mi Na is traveling overseas. The woman you saw in the mall \_\_\_\_\_ be her.
- 4 Simone is in Indonesia again! That's her third vacation there. She \_\_\_\_\_ love it!
- 5 It's 90 degrees and you're wearing a sweater. You \_\_\_\_\_ be very hot!
- 6 If you go to Yale you \_\_\_\_\_ meet my cousin Jen. She's a student there.
- 7 It \_\_\_\_\_ be a nice place to work because four people have quit this month.

\_\_\_\_\_ / 7 (1 point each)

**E** Complete the sentences with *where*, *which*, *who*, *that*, or *–* (if a relative pronoun is not necessary).

EXAMPLE: My uncle who lives in Moscow is a lawyer.

- 1 Apple is a company \_\_\_\_\_ has offices all over the world.
- 2 A sunroom is a room \_\_\_\_\_ you can get a lot of natural light.
- 3 Vloggers are people \_\_\_\_\_ make videos and post them online.
- 4 I usually go to stores \_\_\_\_\_ I like.
- 5 My cousins \_\_\_\_\_ live in Canada are coming to visit us soon.
- 6 I don't buy fish \_\_\_\_\_ I think has come from a fish farm.
- 7 I would like to live in a place \_\_\_\_\_ the sun shines all year long.

\_\_\_\_\_ / 7 (1 point each)

Read the article. Circle *True* or *False* for each statement.

### The importance of a great ad

Making a good advertisement is not complicated, but many people get it wrong. Here are some simple tips that you can follow to make a great advertisement.

#### 1 Show people why you are special

There is always a lot of competition, so you need to show and tell your audience why you are special. When people see your advertisement, do you want them to think, "That might be a good product" or "That must be a great product!"

#### 2 Use a powerful slogan

The slogan you choose should make a statement. It expresses the central idea of your business. Look at some examples of slogans from other companies. Which slogans do you recognize before you even see the name of the company? That's the kind of slogan you need.

#### 3 Talk about the benefits

Will your product benefit others? How? Your audience want to have their lives changed. How can your product do that?

#### 4 Use exciting graphics

Advertisements should be visually appealing. Like your slogan, you want your logo to be recognized and noticeable. Find a good designer to design an attractive logo for your product.

#### 5 Use sponsors

A sponsorship from a celebrity or a famous entertainer will help to sell your product. You might want to wait until your business is operating successfully, and then you could look for celebrities to sponsor you.

#### 6 Include contact information

Important!

Good luck and remember: making a great ad doesn't have to be complicated!

- |   |              |
|---|--------------|
| 1 It's a good idea to copy slogans from other companies if they are successful. | True / False |
| 2 A company should show people how their product can change lives.              | True / False |
| 3 Companies want customers to think, "This might be a good product."            | True / False |
| 4 A celebrity can help design your logo.  | True / False |
| 5 You shouldn't ask for sponsorship before your business is established.        | True / False |

\_\_\_\_\_ / 10 (2 points each)